

THE **GROWOLOGY** SCHOOL



BUDTENDER WORKBOOK

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CHAPTER ONE: INTRODUCTION TO THE CANNABIS LIFE

"I think people need to be educated to the fact that marijuana is not a drug. Marijuana is an herb and a flower. God put it here. If He put it here and He wants it to grow, what gives the government the right to say that God is wrong?" - Willie Nelson

As you navigate the jungles of life you may have considered conquering daily struggles by enjoying cannabis -- if you happen to live and function in a cannabis-legal state. Marijuana has been proven by almost all physicians as a way to reduce epileptic seizures, relieve stress, overcome nausea, replace anti-depressants, treat PTSD and on and on. The best way to procure the plant is to stop into your local dispensary when you live in a marijuana-legal area. If you are from out of town, procuring marijuana from a dispensary might make you think of a 1960s shadowy alley as the place you are buying from. However, this could not be further from the truth.

Marijuana-legal states all have guidelines about how dispensaries look and how they are run. This means building regulations, tax regulations, even labels and packaging must be up to code. If they are not, then the Marijuana Enforcement Division (MED) or Health Department will subsequently step in and make the site shut down until all guidelines are met. So, you aren't meeting a shady character at 7-11; you are having a real customer service experience in a safe environment.

The level of quality customer service experience you receive is based on two factors: the building, and the Budtender. The building itself should appear inviting, there should be ample cannabis information --

a comfortable place. The second factor is your Budtender. A good Budtender is a great active listener and passes quality information and wisdom along to their patient. The Budtender is the guru of knowledge within the building. They are the social chameleon and can assist anyone because their personality adapts well to others. The Budtender can read energies and assess situations and patients' pain levels.

A Budtender must wear many hats -- friend, personal therapist, employee, coworker, etc. They are the main dispenser of the cannabis, an enormous responsibility. The Budtender matches the pain level of the consumer to the best strain. To be able to pair the two, a Budtender must know the ins-and-outs of how the cannabinoids work throughout the body; which ones work on what pain. This requires extensive research in the cannabis field, or just a copy of this book! Once we are done you will have an overall knowledge on the plant and how to recommend strains for patients.

This manual is meant to be a guideline for new participants in the cannabis industry to learn and understand what goes into the process of becoming a Budtender and then customer service with your patients. We want you to find what works for you and for them, so you can become the best you possibly can. We want to lift you up, so you can reach your full budtending potential. We are rooting for you!

Many people think they possess the qualities of an exceptional Budtender right out of the gate, but this is not the case. This skill must be practiced over and over again. The work may SUCK sometimes, but the endgame is worth the difficulties. Most days you wonder, *how did I get so lucky?* But on other days you wonder, *what am I doing?* This scenario relates to the marijuana industry in general (whether trimming, harvesting, managing, etc.). That is to say, you can have the best experience at your first industry job or have to try many things to find what you are good at and what works best.

Who am I speaking to throughout this book? When I say I'm speaking to you, I mean YOU! The Budtender in question who is about to dive head-first into the most involved and memorable job experience of your life! It is important to understand this as we go along because I'll also be sharing the perspectives of customers and others, depending on the topic we are discussing. This is meant as a manual and your guide into the marijuana industry as it is currently known and understood. This isn't to say the industry won't evolve and change (in fact I'm counting on it), so learn and adjust accordingly throughout your personal journey in the cannabis industry.

I have to interject here that I am not a physician, doctor or medical advisor in any way. Most of the knowledge in this manual was developed from years working within the medical and recreational cannabis industry. This guide was constructed while I was gaining vast amounts of knowledge while training to become a Budtender myself. I do not pretend in any way to be able to pass on medical advice, but instead to point you in the best direction to finding your own answers on cannabis. The wisdom of the book is meant as a compass to direct the best possible understanding of the plant, the industry itself, and how to function as a part of it.

I want to give you (the potential Budtender) a simple, common sense understanding of cannabis and its forms, how to consume, and how the plant works on the body. This book is also meant to prepare you in many ways for your future in a cannabis career. It is meant as a comprehensive guide on how to perform

excellent customer service. It's meant to be a one-on-one mentorship with you, the reader. There is currently no such guide in the marijuana industry, so at this time all shops are different in quantity of service. What you're holding in your hands is a guide to the dream of a nationally legalized United States of America, united in the pursuit of happiness and marijuana availability. This is the guide to making legalization happen in all fifty states, because all people deserve access to the medicine.

What a big goal, right? National legalization in 2021 seems like a dream, but is it really so? States need a way to work with the industry once legalization occurs. The best people to build up the marijuana industry are the ones who have worked within the system. The book is meant to inspire you to be a part of that system in the present and future. National legalization will create a chain of events that need attention including hiring of staff, expunging the records of cannabis-related nonviolent crimes, and an entire societal shift in education on cannabis itself. To do this is an enormous undertaking, requiring the change in hearts and minds on what is medicine. This is a brighter future we can imagine, and the future is not that far away.

If you don't think legalization is possible, have you considered the fact that we have an enormous opioid crisis on our hands, and that people are dying from it at extreme rates every single day? Have you considered that cannabis has zero deaths from overdose based on basic science on the brain? Have you considered that cannabis can be used to help those suffering from PTSD? Marijuana is the path to healing in many forms in our pain-stricken society. We need a personal therapist as a country right now, and marijuana is ready to medicate. We must embrace new science and technology emerging on the plant, rather than to retreat to the old days of prohibition.

It is time to embrace the medicine we already have, created naturally by Mother Earth, and stabilize the energy of the humans that inhabit this planet, to ultimately regain our understanding of what is and what is not medicine. It will be clear by the end of the book which is which. To the avid smokers, read and enjoy! To the novice, you will thoroughly educate yourself with this book. To the people in illegal states, this is your blueprint to legalization. To the people interested in the marijuana field, welcome. You are the future of this industry, and we need you. We need the creative thinkers, the dreamers, the engineers, the inventors, the writers, and the educators that will transform the industry into the future of medicine as we know it. We need you. Yes, you.

GREEN WAVE

Sounds strange, but the movement has been around for a long time. Since marijuana prohibition, there has been political revolt to change the status of what the Government establishes as Schedule I. The Green Wave is the current moving wheel that works to legalize individual states across the nations, whether vote- or legislation-based. The droplets are the individuals who dedicate time, money, and effort into the rising marijuana movement. Only when we work together, do the people gain the result that they ultimately want. Legalization. The only thing more important than working toward legalization is the willingness to heal our wounds as a nation, indivisible.

The Green Wave is not Democratic, it is not Republican. It holds a greater purpose than both divisive parties combined. It holds the key to becoming greater than we currently are. The plant does not discriminate; it is the physical conception of love. The plant cures the ailments of the patient, and the patient respects his plants by growing his seeds with pure love. The agricultural roots are the basis of The Green Wave and remind us that we all benefit by the acceptance and legalization of the plant. Get

your hands in the dirt and you will know what I mean.

The largest possibility in the immediate future for people participating in The Green Wave is the idea of a question of Schedule I decriminalization on each state ballot questioning “Marijuana Legalization”. Would you vote yes or no? What reasons are you basing your answer on? How can you make the best decisions for you, your community, and the state in which you live? The most important part is to ask how we can get this on a ballot so that the people can answer resoundingly within their state. Regardless of your answer, I bet you would show up to vote that year.



CHAPTER TWO: APPLYING AND INTERVIEWING FOR YOUR NEW BUDTENDING JOB

Where do you look for cannabis positions? Most applications will be online, so it is important to be tech-savvy in the application/interview process. If you need assistance navigating the tech part of the industry, let whoever you are applying to know this so they can get you hard copy information. The marijuana industry does not discriminate based on age, sexual orientation, race, gender, ethnicity, or background. Outside of the internet, you can go from one dispensary to another dispensary in person with a hard-copy resume and get introduced to some managers. It is a tried-and-true way of finding something local or finding resources that do need badged employees.

The application process following when you receive your badge or employee permit is varied. You need to have acquired your temporary badge or employee permit (if required) so that companies know that you are ready to start. The temporary permit should have numbers that indicate you are in the system. Do not begin applying until you have your temporary paperwork to back up the status of your permit, as this shows that you are still in industry limbo. Almost all legal states require your employee badge, so be prepared when they ask to see it.

Because this industry is so new, there are and will be growing pains. Human resource departments in Colorado are thriving due to the need to have positions filled within marijuana companies large and small. So, when applying to any employment in the industry, begin your email application with “Dear HR

Representative” or “To Whom it may Concern,” since you won’t really know to whom you are speaking. Each company within the industry is different, so they may have an HR rep or a General Manager looking at applications or emails. Be general to begin, but once you have your contact person, remember their name and face as they will be your primary contact.

How is your current resume looking? Keep it concise and clear. Look at templates online if you are wondering how it should look. The cannabis industry does not require you to have a college degree in most cases. This means everyone has an equal opportunity to get started and learn a skillset. However, to be competitive you will need to have a completed resume. Make sure you have everything you have done in the past five-to-six years listed; any special skills you obtain, any past customer service and retail experience. Previous management skills and experience should be noted as well. Make sure the resume in total is no longer than two pages, as most employers won’t appreciate receiving an autobiography from you. Make sure you have provided accurate contact information for the employer to reach you. Bring a hard copy with you to your face-to-face interview.

Once you have your badge, and your resume is complete and looking good, it’s time to find where to apply. Where do you look? Online, begin on Craigslist. There are a surprising number of companies, both large and small, looking for applications on Craigslist. Why is this? The sheer volume of traffic that occupies Craigslist, the fact that it is a free service, and that employers can remain anonymous, are some of the reasons. Once you find who is potentially hiring on Craigslist, you can then apply to their specific company websites.

Feel like you need some extra training before getting on the job site? You don’t! There are known “temp agencies” that will actually make you pay to practice trimming buds and perform work functions while charging you money to do so! Temporary agencies have reserved the right to compile contracts on the heads of their employees that make it, so the employee can’t work for anyone except the agency. The contracts can be as expensive as the agency sees fit. Don’t fall for the first thing you see or find: you’ve got the skills for the industry already. Skills like being hard-working, having a good attitude, punctuality, and self-motivation. Keep your optimism up and seek out good prospects that give you great experience. Life is a journey; don’t be afraid to open your own personal doors and windows of opportunity.

Make sure when applying that you write a couple of paragraphs in your email to the company representative, letting them know your specific skillset and what you can bring to their table. Don’t write a novel but keep it long enough to intrigue your potential employer. Give them accurate information for contacting you and thank them for their time. Businesses receive a TON of emails regarding employees, and any advantage you can obtain will help you get in the company’s line of sight. If you have the right feel for the place, the employer will reach out. Most businesses contact in a week or less, but I have had employers reach out to a resume posted weeks or even a month earlier. Cast your net wide and wait to reel back your bounty. This means apply everywhere! Even careers like Management, Courier, Production, Marketing, Tourism, or anything that appears to be out of reach, whether you are brand new to the industry or have been a part since the beginning. This is the way to gain ground on your ultimate goals.

Remember not to get discouraged along the way. There will be times when you wonder why someone isn’t reaching back to you. The industry is so fast and fluid that positions are filled quickly and

sometimes with the first to apply. Perseverance will keep you working hard to get the job or career you want -- whether entry level to grow up into management, or a management position to become a future owner or entrepreneur. The idea is to not give up on the process. Work hard at giving yourself an opportunity everywhere by casting your net wide. If you only apply to one or two jobs then you cannot be upset if no one gets back to you, as that is completely unrealistic. You also have to give the process time. Patience will get you far by waiting for employers to seek you out. Don't expect a quick response. General managers and HR representatives have a big workload on top of hiring. They also receive many applications, and it is overwhelming to sift through the paperwork. If you haven't been contacted in a week, then reach out and make sure they know you and have your application. This shows them your dedication and persistence.

SKILLS THAT SET YOU APART

Punctuality cannot be overstated. Arrive to the interview ten to fifteen minutes before the interview is to begin. Starting with a good impression is vital in the interview process. The best is to arrive and wait patiently for your future employer. They will take notice you are early, admire your gusto and patience, and reward you with a "thanks for waiting," usually. The interview has already begun on a high note, so to speak.

Motivation is a key component in the industry. Both in yourself and in your work. If your levels go up and down that is pretty typical, but if you lack in motivation, you will find yourself late to work, excessively tired, and probably not doing well health-wise. This is an indication to either move to a different spot within the industry or to try something new outside of the marijuana field. There is no perfect way to find your career. Another great thing about the cannabis industry is its fluidity; work comes and goes. You may do one kind of work your whole time in the industry, or you may try many different roles. Let time and experience take their turn and get messy in the process. Self-motivation is a key role in advancing yourself over time and usually fosters respect from your managers and peers.

Are you applying for a management role? Have you been a manager or leader in the past? Let us touch the subject concisely. If you are a bad person with a horrible attitude, then you don't deserve to be in a position helping role model others. Case closed. It happens way too often that a company gets a reputation just for its deplorable leaders or administrators. This reputation makes it difficult for the employees to morally accept working there. Dear bad managers, don't apply for the medical marijuana industry. We are different than everything else out there because we have the compassion of the plant. Unfortunately, corporate greed does happen, but it's doesn't have to. Keep it "100" if you plan to manage a business or employees.

THE INTERVIEW

If you are "100" and a good person, let's take a look at your interview. Make sure to cover all the basic and technical skills that make you a management professional. If you do have some minor issues, make sure to present them ahead of time. It doesn't exclude you from the hiring group but if you do have a discrepancy you don't address, and they find out, this may be bad for you. Honesty is the best policy. This is the rule of thumb in paperwork and in interviewing.

Part of the interview is surveying the employee. Most employers want someone clean, put together, and on time. In an actual group interview, an interviewee wore a set of plaid pajama pants and a ragged T-shirt. We will call him "Tim". Tim didn't shower or wash his hair pre-interview. Tim smelled like

patchouli oil and looked like a grown-up Pig Pen from the *Charlie Brown* comics. Tim did not get the job. In the same interview, there was another man, let's call him "Stan." Stan thought he was hot stuff and proceeded to talk at length about all his fancy training in this and that, not pertaining to cannabis itself. This made him appear to his interviewers as a know-it-all. Stan spoke about how he wanted to grow cannabis when interviewed for a trimming job. Stan was not well prepared and did not get the job.

Think about it: do you want to buy weed from someone who looks like they wandered off the street? No, you don't. Do you want to buy weed from someone who acts pretentious? No way. Be professional and thoughtful in whatever industry job you hold. If you work in the back of the facility in a labor capacity, you will be dressing differently than the Budtenders. If you get a Budtender job you will be asked to be clean, dress appropriately, and carry yourself well. Be proud of yourself and your personal appearance. There is no "typical stoner" anymore so all that is asked is to be yourself at work. Who else in America is promoting that mentality?

Schedule is huge in the industry. In your interview you will be asked what kind of schedule you can consistently hold. An advantage to the cannabis industry is that you can do multiple part-time jobs if you so choose. So, if your schedule is part-time then make sure they fully understand that in your interview. If you agree on a beginning and end time, make sure you are punctual to your schedule. This is a vital ingredient to a quality industry employee. If your schedule changes, be sure to let your managers know and to document it.

If you are being interviewed in a strange way or place, let your instincts take over and do not go to work for that place. There are many people that advertise jobs that may not be legitimate. Do not work in anyone's basement. Do not work under hazardous conditions like no ventilation, bathroom, or medical-grade gloves. These are not real industry jobs, and they are suspicious at best.

Whether a group interview or one-on-one, you will get to experience your interviewer as they are explaining their company to you. Remember your kindergarten skills of being a good listener/communicator and asking relevant questions -- relevant being the operative word. Translation: don't ask a bunch of nonsense stuff! The employer has no extra time for ignorance. Revert to the sentence on being a good listener. Remember that your time is important and try to stay on topic throughout. However, if your interviewer wants to take you down a story journey, let them inform you. This may give you vital insight into the situation and give you an edge.

Most industry interviews last one hour, whether group or one-on-one. The employer will be sharing a lot of information with you, and it may take a while to cover everything. This is also different in a management interview. The gist is to be ready for anything when you arrive. They may ask you to show you know computer software, or to practice budtending skills for them. You may be given a facility tour; you may be in a large group or a face-to-face with one person. There are all possible scenarios in the marijuana industry.

After the interview, congratulate yourself! As you flex your interviewing muscle, you can change small things to perfect your techniques over time. If you don't get a call back, let it roll off you and continue to schedule interviews with reputable cannabis businesses. It is true that whatever is meant for you will come and what is not meant to be is just that. Do not get discouraged, but instead move forward with your personal goals. With that said, you just got the call! You just got the job! Congratulations, you are about to begin the journey of a lifetime.



CHAPTER THREE: THE ADVENTURE OF THE DISPENSARY

This chapter takes you through the environment of the typical dispensary, the roles of the people involved, and how you should feel treated when you enter and spend your hard-earned money. This chapter is designed to give you a deeper understanding of the behind-the-scenes at a marijuana dispensing facility, and how everyone should act throughout your transaction.

THE CUSTOMER

Most dispensaries follow the marketing ideas of major monopolies. Dispensaries use both the location of their facility and the store's appearance to create a brand that makes customers loyal. Think of the Starbucks model. Some bud shops crawl outside the box and make their own space within the industry. Both concepts are looking for a similar outcome: customer loyalty to their shop. Buying marijuana is like going to the liquor store. You may have many places to choose from, but you have that one spot. The place where the cashier knows your name and most times what you came in for. There is also a specific customer that goes everywhere to find the best deals, which is why it's imperative to provide sales for both new and existing customer bases.

Dispensaries can have a varied group of customers. Most stores experience tourists young and old, first-time users and original gangsters. It's important for shop owners to hire Budtenders who know what they are talking about to recommend the best buds for the customers. The Budtender is NOT a physician and cannot make any medical recommendations. However, they are the best informer when a customer

has no knowledge on the subject. This means at an interview a Budtender should be tested on their knowledge on the benefits and cautions of cannabis. If you have a staff of just pretty faces, the customer service will be sacrificed in the process, claiming loyal customers in its wake. Staff should be tested daily on customer service scenarios that are realistic to the location of the business.

Due to the amount of diversity in clientele, a store manager should give their Budtenders extensive knowledge on the people in a three-mile radius of the location. This will ensure the employees understand who will be coming in. Sometimes the customers will change based on what time it is, as rush hours will bring in commuters who may have not tried the shop before. The weather is another example in sales differentiation. If it is raining, it may drive customers into the shop or to their homes. It's the same for seasons like winter and summer which find skews in sales both beneficial and problematic. In Colorado, during big winter storms we still have high sales because the client base will brave the weather to get the medicine they need, but that is not necessarily a typical experience elsewhere.

Customers will enter the dispensary with a litany of issues and situations. The Budtender must be a good listener, acknowledge customer medical issues, and then recommend the best ways to ease their specific pain. They must use outside knowledge to present the patient with the most useful information. They must exhibit empathy to customer pain and support them with a solution or solutions. This may be the first time the customer has been presented with adequate care and needs to be tenderly assisted throughout the process. They are our priority and need to feel that from when they walk in, to the time they leave.

THE GUTS OF THE DISPENSARY

The dispensary itself should feel like the safest and best place to purchase marijuana. It should provide careful and guided customer service, so the experience is memorable for the right reasons. Outside of those regulations provided by each state, it could be a place of personality and what tourists refer to as the "Willy Wonka of Weed". Whimsical, informative, creative, and comfortable are at the heart of the dispensary life.

The dispensary should be clean and presentable, comfortable, and informative. The opening of the building should be inviting to patients -- this is no longer the dark alley behind 7-11 they are used to going. Professional and welcoming, your front desk receptionist is your front line of defense.

Receptionist

The receptionist must be able to identify people readily and accurately. Reception should take every single person's identification card, check them thoroughly and invite the person back if they meet state requirements. Check your state's rules and regulations. For Colorado, patients must be 21 years of age or older, and carry a legal, unexpired license or Identification allowed by the state. However, you are allowed to refuse service to anyone. So, if a person is belligerent upon entry, you have the right to deny them entry.

The receptionist makes sure the scene is safe for the customer's entry and allows the patient back to a lobby area or directly to the Budtender. They are the referee for when the dispensary is busy -- this role requires communication between Budtenders and the receptionist, so customers experience fluid traffic flow.

The receptionist is a multitasker extraordinaire. They keep the dispensary organized, paperwork filed, and are the communicators of the store. Make sure this person is staffed well, for poor staffing will gum up the operation. Remember: the dispensary can refuse service to anyone for any reason. This means if a potential customer is sketchy, acting strange, is inebriated, or you don't feel safe, you can refuse to let them back into the store. Better safe than sorry.

Lobby

The lobby area of the dispensary should be comfortable for the customer. Ideally, lobby areas should have comfortable seating, reading materials relating to cannabis, information on products in the dispensary, showcase accessories and glass pieces, and have local-relating artwork or wall hangings. If you are a customer walking in, you feel safe and secure, you have reading materials in case you have to wait, and you have information regarding products you may have just bought or want to buy. Covered on all counts within the space. The point is to fulfill all of the patients' needs from the time they walk into the time they leave. Give them a shopping experience they will never forget, and in turn will become your regular clients.

Budtending Room

The dispensary budtending room should be inviting, have an organized vibe, and provide options to customers. The shelves should house a variety of cannabis buds of a diverse inventory. Strains of indica, sativa, hybrid, and CBD should be offered on a pricing tier. Top quality, high-THC testing buds should sit on the top shelf, where mid-range THC testers lie on the middle shelf and at a mid-pricing structure. CBD medicinal strains should have their own space due to their low THC testing and for specific patients requiring pain relief without psychoactive effects. There should be many items for the patients to choose from in the category of edibles, drinks, vape pens, concentrates, accessories of a diverse variety and any other needs of your patients. Their feedback will let you know what you will need to stock. Some of this will vary by state; not all forms of cannabis are available in every state (yet).

If you follow basic rules from your state's health department as well as the guidelines in this book you will be well on your way to a successful, functional dispensary. While rules do play a major part in compliance, common sense and intuition play their roles as well. If a customer is getting aggressive and disruptive, dispensary managers must move in and remove the problem as quickly and seamlessly as possible.

Music

The Budtender assists in the selection of the music played over the speakers for customers to enjoy throughout their experience. The music should be dependent on the customer base and should change during the day. Some dispensaries will play jazz or classical all day, but we do not suggest that. Cater to your customer base and make them elated to join the dance party at your shop! This will create return customers because they enjoyed their experience at your select store specifically. There are thousands of playlists on SoundCloud and Spotify for dispensaries to entertain their customers. A good rule of thumb is to change your music genre every three hours.

The Budtender

The Budtender: the ultimate cannabis scout leader. The Budtender should be clean, personable, presentable, and professional. They are your bread and butter so make sure you have hired superstars.

Their interactions will create your patient base and create your customers' memorable experiences. They are multitasking individuals. Their list of job duties include:

- Listener
- Educator
- Personal therapist
- Resource
- Bouncer
- Team member
- Customer service provider
- Cannabis marketer
- Social media representative

The Budtender also needs to have personality to support these other vital skills. They must have the humor to shake off hard customer experiences, but also the determination to satisfy even the most difficult patients. They must be able to evolve to meet the challenges of the job. Budtenders must have qualities of a shapeshifter, always able to meet the task or challenge in front of them. This makes the Budtender, and the person, better. They become future managers, or owners of their dispensaries. You are investing in the person they are, but also the person the Budtender becomes, through the process. Budtenders are ever-changing individuals with clear goals that can follow specific directions given by management or owners. They are the bedrock of the dispensary. The Budtender is more than a pretty face. The Budtender will present the bud you sell, so they themselves must present well. Choose your budtending staff wisely.

Starting the Conversation

If you are the Budtender, you want to have an opening and a closing line ready to go. This will assist you in your daily interactions with customers. Budtending staff will be recommending products to customers in many relatable fashions. Two of the best openers for budtending are, *"How do you want to get high today?"* and *"How can I help make your day great?"* Another way to approach your customers would be to ask how they heard about your dispensary. This is assuming you have competition from others in your state. Asking how people are finding your location allows you to pick the consumer's brain for information. They tell you how they found you and you can record how many customers are using that specific service, whether magazine subscription or website. This is a way to find people using classes or clubs you are cross marketing with as well.

The Budtender throws out their opener and the horses are out of their pens! The customer usually tells the Budtender how they prefer to consume (whether flower, edible, or concentrate). The Budtender then recommends the best product to serve the need of the client. If the consumption is edible, the Budtender recommends chocolates, candies, or pressed pills that will serve the customer. The Budtender must allow the customer to explain the fullest extent of the pain or issue so that the Budtender can give an accurate recommendation. This is why being a good listener is at the top of the talent list. They must respond accurately to each individual who frequents the shop.

Make sure as the Budtender that you are assisting to every need and care of the customer. Poor customer service appears rushed, unmotivated to help, or incompetent. Well-groomed customer service representatives are like a wine sommelier, allowing time for the customer to smell the jars they wish to

smell, letting the customer know the taste they can expect, how long their high may be, and other informative responses.

The Budtender follows the interaction from the first smile they flash the customer upon entering, to the final goodbye where they wish the customer good health and show them how to exit. They are kind and understanding with questions, a ready source of accurate information, a friend to your customer base. If star quality, they will be regarded highly among clients and on social media sites. They are your reputation and your industry standing. They can lift your store to new heights or burn your home to the ground. Hire only the best-of-the-best in this arena.

CRISIS MANGEMENT

It is important to understand that bad things can happen inside the dispensary, too. Every dispensary facility should have a well-equipped emergency plan in case of fire, bad weather, emergency, and theft. Each dispensary should have emergency exits, security systems, pepper spray, bullet-proof glass, and plans in place for any disaster that could occur. These plans need to be shared and explained to all members of the staff. If anything were to happen inside the dispensary, each employee needs to know how to react and what to do. There shouldn't be any surprises in this area; employees should be well-educated in emergency preparedness.

Employees aren't paid enough to risk life or limb for a dispensary. It is important to understand that the cannabis isn't worth your life, so if there is ever a theft in your dispensary, do not fight anyone. Give up anything they want without resistance. Also, note that your dispensary should train you in what to do in case of robbery, where to go in the store, how to barricade yourself in a safe space until police arrive, etc. This plan needs to be specific to the blueprints of the dispensary and include what is available to the staff to protect themselves with (such as pepper spray, loud deterring whistle, etc.). The Budtender must have a plan of what to do, laid out by the management. Theft during business hours is rare but not unheard of, so be prepared.

In the case of fire, the dispensary needs a plan approved by the Fire Department during licensure that covers how employees can escape. These plans usually lead to a window or door that can reach the exterior of the building, but for life-and-limb's sake, be sure employees understand where to go and what to do in the case of a fire.

GET CREATIVE

This cannabis industry is unlike any other in the workforce, community, or country. We have to embrace creativity within employees and unlock the potential of outside ideas. There are many ways to make money in the industry, but it is up to every business to find ideas that work, in a form that helps each individual dispensary. Think of the quote: *"All the tools, techniques, and technology in the world are nothing without the head, hearts, and hands to use them wisely, kindly, and mindfully,"* by Rasheed Ogunlaru. Use this as inspiration to fuel your own unique tools to add to your "tool belt".

By participating in a unique industry, we have the creative liberty to make dispensary environments whatever we choose. This means there is potential to invent, morph, model and create things that have never been thought of before. Even if your ideas are not initially acknowledged, they are valuable. Ideas do not expire, and they do transfer. If you feel you are unheard at your marijuana industry job, it may be an indicator to find a different location where you are allowed creative freedom. The industry accepts

and encourages you to find the place that works best for you personally, which may take time and dedication to the field. But if you aren't in it to win it, the cannabis industry may not be for you.

The very best thing a Budtender can do for their dispensary is to be present and aware of everything we are going over in this book, and to keep up with the current status of progress within your state. Know what laws are being passed and participate in voting when there is the option on the ballot. Forward your knowledge of the law and compliance on to customers and your fellow employees.

Now you have the job, and you have been working for a little bit. You understand the working environment and the roles of the store. The constant learner within you begins to stir. You ask yourself: how can you do better? How can you increase your education now and along the way so that you can give your best to each customer? Where do you get the understanding to share with the many people that will frequent the dispensary? How do you step up and stand out amongst all the other Budtenders in town and within your state? How can you elevate your expertise?

Just turn the page.



CHAPTER FOUR: UNDERSTANDING HOW CANNABINOIDS WORK

“The evidence is overwhelming that marijuana can relieve certain types of pain, nausea, vomiting, and other symptoms caused by such illnesses as multiple sclerosis, cancer, and AIDS -- or by the harsh drugs sometimes used to treat them. And it can do so with remarkable safety. Indeed, marijuana is less toxic than many of the drugs that physicians prescribe every day.” -- Jocelyn Elders, MD

We have officially made it to the educational seminar aspect of the book. We will have you take your student seat, adjust your thinking cap to comfortable, and help us examine the scientific aspects of marijuana. We will begin with the basics of the industry and cannabinoids and then move into the more technical minutia of cannabis. We will be looking at the hard facts, data, and research done by the real MVPs -- the scientists behind the marijuana movement.

This chapter aims to give you the scientific understanding of the plant so that you can best educate your clients. Share and educate your customers as they may have endless questions, and everyone has different questions to ask. It's also important to share info with other Budtenders in an effort to have quality and accurate education on the subject of cannabis. The more you know, as they say.

BACK TO BASICS

Typically, you need to be 21 and older to be able to use and possess marijuana. Some states allow consumption at 18, so make sure you research what your specific state allows in this area. To be buying cannabis legally, you should be sure you are in a location where cannabis is medically or recreationally

legal. Public consumption of cannabis is currently not permitted; however, the laws are changing in this regard. It is recommended to consume marijuana in a private place such as the home. Be sure not to bring cannabis to the airport or to public transportation when leaving state lines, as marijuana is not permitted to cross into separate states at this time. Never, ever, EVER give cannabis to children (unless advised by a physician) or pets (unless advised by a veterinarian). Never drive a motor vehicle or heavy machinery under the influence of marijuana. These are the basics on cannabis guidelines all your customers should know. You may preface with this in your sales pitch to restate the rules of your particular state.

Remember that the rules are subject to change, and you need to stay up to date to keep the dispensary compliant with state regulations.

Cannabis comes in a variety of products and ways to consume. Ways to consume include marijuana flower buds, cannabis extracts and concentrates, weed topical treatments, and edibles or budder. Each allows the body to adapt to the cannabis in a different way. It is important to test each in very small amounts until you have found an appropriate cannabis strain and method to consume. We will explore consumption methods in a more detailed way in this section of the book.

Just as there are many types of alcohol and different types of coffee, there are literally thousands of strains of cannabis, each with a varied profile of flavor, density, effect, appearance, and terpenes. Terpenes are hydrocarbons found in plants such as cannabis used as a natural defense system against insects and fungi that may attack the plant during growth. Terpene compounds are responsible for the taste, smell, and effects of individual strains of cannabis. We will talk more about terpenes later in this chapter.

There are three cannabis strain varieties to begin educating your customers: Sativa, Indica, and Hybrid. These are the building blocks of the sale because you need to know what ails the customer to help solve their issue with the correct cannabis product. Let's explore the building blocks in a deeper way.

WHAT IS CANNABIS?

The cannabis plant is a natural producer of the chemical THC (tetrahydrocannabinol, pronounced *te-truh-hahy-druh-kuh-nab-uh-nol*), a fancy science term for the psychoactive compound responsible for cannabis's most famous effects. Cannabis plants can be male, female, or both. Only female cannabis plants produce the buds that are consumable. Human, and certain animal, brains are capable of reacting with the THC chemical to produce a diverse range of results. The three cannabis strains lead to specific outcomes of consumption.

Sativa

Sativa typically is known for its uplifting, energizing qualities. It has psychoactive cerebral effects once smoked that include creativity, euphoria, and clear head. Sativa also contains qualities that can bring upon anxiety and heart palpitations which can make the smoker feel the symptoms of a panic attack. Sativa should be approached cautiously by first-time users as well as people who are susceptible to anxiety, as sativa can exacerbate panic symptoms.

If a low-tolerance cannabis user is experiencing anxiety or panic attack symptoms, it is recommended that the person take an antihistamine, like Benadryl, take deep breaths, chew black peppercorns, take a nap, or many other ways to settle into the experience.

Indica

When you think indica, think “in da couch”, and you will be instantly reminded of Indica’s effects on the body. Indica strains often have heavy sedative effects on both body and mind. Indicas are the sleep strains that assist insomniacs, chronic pain, and migraines. However, all marijuana affects people differently, so what may put one person to sleep, may not for another. So, trying indica in small quantities to test potency is advised.

Hybrid

Hybrid is the “right down the middle” person in the group. Hybrid strains carry the effects of both sativa and indica, which is why it is important to find if the hybrid leans indica or sativa so the customer can know what to expect. Some hybrids are a perfect balance of both and can lean however the smoker wants to feel. So, in balanced hybrids, the customer can feel sativa effects if they wish to, and indica qualities if they would like. Hybrids provide a mellow mixture of the genetics they were created with.

Let’s Talk THC

THC is the compound that gives the giggles, the munchies, the inward inspection, the sleepiness, and the cerebral/body high. THC is usually paired with CBD (cannabidiol, pronounced *kan-uh-beh-dye-ol*) to create the combination of medicinal and physical effects of marijuana. Science has described related compounds THCA and THCV:

- THC A: Anti-nausea, anti-inflammatory, found in raw and live or freshly harvested cannabis.
- THC V: Works to suppress appetite and is the best for using cannabis to promote weight loss and an exercise regimen. THC V also assists in diabetes, panic attacks, and Alzheimer’s.

CBD

Cannabidiol is one of the one hundred and thirteen cannabinoids active in cannabis genetics. CBD can constitute up to 40 percent of a marijuana plant’s genetic profile. CBD is the medicinal chemical that allows the user to feel alleviated of pain. CBD can only work if paired with THC, so most CBD compounds have very small traces of the psychoactive THC effects. If you buy a CBD-only flower or product, it is guaranteed not to get you high, but attack and dull pain so the smoker or user feels relieved. CBD is used to treat chronic symptoms in adults, children, and even pets.

There are also ways to find and use pure CBD, which is the extracted component outside of the THC, that can have extremely good medical benefits. As the laws change, there will be more accessibility to CBD as a treatment to many ailments.

- CBN: Sedative cannabinoid that is used for numbing relief, sleep, and overall relaxation. A result of the plant aging process, it is best used as a hypnotic and a tranquilizer. CBN has 10 percent of the strength quality of THC.
- CBC: Non-psychoactive cannabinoid; should be used as a sedative, promoting relaxation.
- CBG: Non-psychoactive cannabinoid; used to reduce inflammation, the compound to treat glaucoma.

THE HOWS IN HOW TO CONSUME

Flower, concentrates, topicals, and edibles -- these are the bread and butter of the cannabis industry, whether medical or recreational. There are diverse categories of each that create the variety of products

you will see when you enter a dispensary sales room. Each category has a specific method of consumption, and the more familiar the Budtender makes themselves, the better the salesperson you will be. The Budtender will want to be well-versed in how THC breaks down within the body to allow the psychoactive effects to work. The Budtender will want to know how to consume the category so they can explain it to the customer as well as possible. This will allow the customer to leave with better knowledge of cannabis than when they walked in and create a truly memorable experience. The customer will be better for it.

The Budtender should make sure the customer understands the main methods of consumption. There is smoking with a glass bowl, the joint, the blunt, and the bong. The bowl and the bong are filled with broken down flower; the blunt and joint are smoked as well. For edibles, you eat them and allow the stomach acids to break down the THC. Dabs are consumed by smoking out of a high temperature rig or pen with a battery attachment. Topicals are applied to the thin areas of the skin like the wrist or ankle. The effects and the length of the high the consumer experiences will depend on the method of consumption and how much the person has consumed.

The customer must be aware of what they may or may not feel from the product they bought before they leave the store, and it is up to the Budtender to explain to the best of their ability what may happen. Only through this education can we become more understanding of what will benefit and what won't work as well. We are all like snowflakes in our anatomy, which makes diverse effects possible. What works for the Budtender may not be as effective for the customer. This is why an adequate conversation on needs is necessary with your Budtender, to gauge what will work the best.

Flower

Flower is the marijuana plant in its original form. The plant is harvested, cured on hangers or another device, and then brought to the dispensary. The plant is dry and in bud form when it arrives, no branch or fan leaves attached. The buds are inspected by management, managers are given THC testing results, and then the bud is inventoried into the dispensary. From there, the buds may be cured an additional time on the store shelves in glass jars. These are the display jars you see when you enter the sales room. The marijuana buds are smoked in a device such as glass pipe, bong, joint, blunt, etc. When in the plant bud form, marijuana THC activates when set on fire and then inhaled into the lungs. The THC is distributed throughout the bloodstream where it is activated in the brain. This is where the euphoric feeling of being "high" is derived from.

Concentrates

Concentrates, also known as "extracts", are the cannabis plant taken from bud form, extracted through processing such as butane or carbon dioxide (CO2), and then condensed into a concentrated form such as wax, shatter, distillate, or sauce. These are the extracts Budtenders sell the most. The concentrates are higher in THC than when in the plant form as they are condensed into smaller weight and form. There are also other forms of concentrates such as crystalline, whip wax, vape, live resin, and bubble hash. This is a field that is very new and expanding rapidly, so there may be several other concentrate forms to emerge from this section of the cannabis industry.

Wax

Wax, also called Budder, looks similar to peanut butter or earwax; it can also look like moon rock or whipped cream. This is a hugely popular concentrate category, so the more product knowledge you can

procure, the better you can educate and assist customers. Typically stored in low temperatures, Budder has the consistency of a small slab of butter, smooth and goopy usually. Moon rock will look dusty or arid and may have holes throughout which means it was processed correctly in the right environment. Whipped will be very arid, light and possibly dusty. Wax is consumed in a dab rig, sprinkled, or wrapped in a joint or blunt, or put in a concentrate pen. Once the concentrate is aflame, the THC will be inhaled into the lungs and spread throughout the body at a very quick pace. The phrase goes, “A little dab will do ya!” so be careful when consuming and advise your customer to be aware as well.

Shatter

Shatter is another form of concentrate alongside the wax. It is stored in a refrigerated environment until ready to use. Shatter has the features of a small transparent slab, sometimes with holes in it depending on how it is processed initially. It should have the appearance of Swiss cheese and be a golden, or possibly dark gold color if it is an Indica strain (Indica strains give concentrates a darker color due to how they are grown and then extracted). It should break down very easily; it is fragile to work with. Use shatter in your dab rig or sprinkle the concentrate in or around your blunt or joint.

Distillate and Terpene Sauce

Distillate is known in the cannabis community as a thin extracted liquid that is consumed just as any other concentrate, through a dabbing rig or dab pen. Cannabis oil vapor is condensed into a purified or distilled oil by coming into contact with an iced-cooled surface. It is all very chemistry class in nature, however concentrates are the fastest emerging market within the cannabis industry, so if you have your chemistry degree, you may consider a career in the cannabis sciences.

Terpenes show up as flavor agents in concentrates and vape pens. Terpenes can work in sync with other cannabinoids like THC and CBD and will create various effects throughout the body. Terpene juice or sauce refers to a highly potent liquid derived from the terpenes and phytocannabinoids in very high percentages. This will give the user up to 60 percent more flavor molecules versus another form of extract. Terpene sauce is flavor-intense and should be approached with user caution, so as not to get too high.

Terpenes: How to Classify and Educate Yourself and the Public

While we are on the discussion of the future, what it holds, and how we can continue to better ourselves along the way, let's include the topic of terpenes. Terpenes are hydrocarbons found in plants, including cannabis, that work to fend off fungi and bugs. Terpenes give taste, smell, and side effects to each specific strain of cannabis. When you implement these features to your Budtending, you ascend to a marijuana sommelier. Terpenes work in unison with THC and CBD to create popular effects for the customer. Those effects range from relaxation, asthma relief, autoimmune issue relief, memory aid, and more.

Terpenes Include: Live Resin

Live resin refers to a type of marijuana extract that is created using a technique that takes newly harvested cannabis and flash freezes it to subcritical temperatures before and during concentration. It is actually a formation of BHO, or butane hash-oil, but it takes on a more high-profile grade extraction that works specifically to create and maintain a strong and pure concentrate.

Topicals

Topicals are cannabis products such as lotions, balms, and oils that are absorbed through the skin. Topicals are usually low in THC (psychoactive compound) and high in CBD (cannabidiol), so as to take on a more medicinal use for chronic or centralized pain of the customer or patient. CBD has the medical effects of marijuana without the “high” effects of THC. CBD is unable to work without THC in the chemical chain, so small trace amounts of THC must be a part of the topical being applied. This should be thoroughly explained to the customer, so that they understand that they will not experience the effects of THC but that they should feel their pain or injury alleviated by the CBD effects. Topicals can be lotions, pens, patches, muscle freezes, or tinctures. Tinctures are dosed by putting one dose dropper of high-CBD liquid underneath the tongue until effects are felt and pain is alleviated. Doses should be given one per hour until the effects are felt.

In the dispensary you may be asked if the lotions or salves will have the THC show up in a drug test. The answer is most likely no. The THC and CBD are so low in most topicals that they don’t enter the bloodstream. It would have to be an extremely potent lotion to break down. Instead, topicals respond in the peripheral nervous system. This is why transdermal patches, pens, lotions, and other topicals do not show up on a drug test.

Edibles

Edibles refers to marijuana-infused butter, baked or cooked into cookies, gummies, brownies, or pressed into pill form. Edibles are created by cooking the marijuana plant into butter or fatty oils that the cannabis can cling to when heated up and cooked over time. They break down inside the body differently than other forms of cannabis.

The effects from edibles usually take 20 minutes to an hour to kick in and can last between four and six hours versus directly smoking the flower, which only takes a minute to feel the effects and the effects are over after an hour or two. This is why people often continue to dose on edibles, leaving them eventually “way too high”. Another example of how education in the cannabis industry is vital to its existence and its future.

Essentially any food can be made into an edible version. As long as the recipe calls for butter and that butter or oil has the cannabis compounds infused within it, any food can be created with cannabis. Pressed into pill form the edible works at the same rate of speed but could be geared to the strain it was made with, such as Sativa for energy pills, Indica for sleeping pills, and hybrid strains for a relaxing vibe. They are consumed orally as any other pill is.

One of the regulations emerging from the industry is the expulsion of edibles and cannabis products in general that look appealing to children. All packaging and consumables need to be adult only in nature, and there can be absolutely no advertising to children and teens. Most dispensaries operate for customers either 18- or 21-and-older only, so following these simple guidelines to prohibit cannabis getting into the wrong hands make the cannabis industry more credible.

There are various ways to make cannabutter and oil. It would be in the consumer’s best interest to research the best ways to concoct the green goo. The consistency should be swamp or dark green, no leaves, sticks, or stems. The butter should be created with shake or trim marijuana and then left to sit before use. Remember that with cannabutter, any recipe can be made into an edible. The possibilities

are literally endless. It's a great customer service technique to share your favorite edible and cannabutter recipes with your patrons.

By identifying plants down to their compounds, we can become better-educated Budtenders. Allowing accurate information to flow within the dispensary creates an environment of customer satisfaction, as they too have had a positive experience learning how to better consume for their ailments.

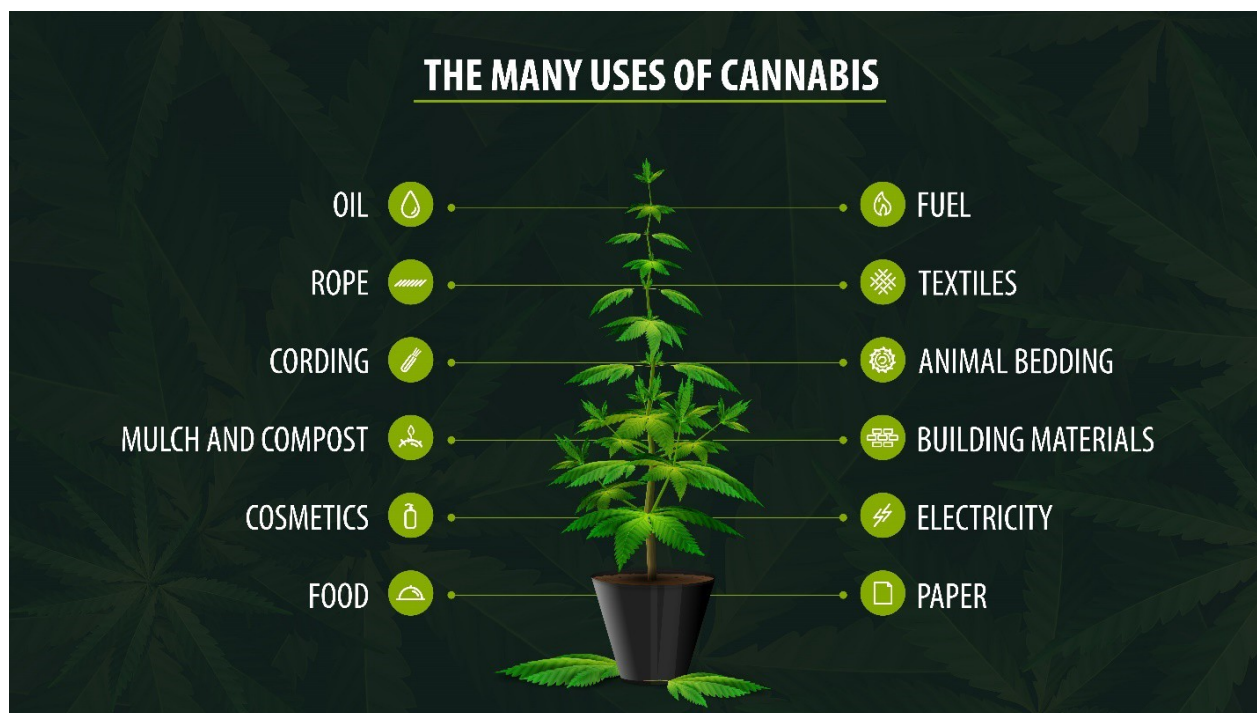
You have the scientific know-how, and you are feeling more like Bill Nye every day. This shows you are growing into yourself and becoming a better employee. Well done. We are moving right along and into more refined problem-solving, customer service, and resources to Budtenders.

WHAT TO TELL CUSTOMERS TO DO WHEN THEY GET TOO HIGH

It's inevitable that some customers will not understand tolerance right off the bat and may get the feeling of what is known as "too high". Symptoms of being too high can be extreme munchies, contemplation of life itself, and irrational behavior. Sometimes getting too high can come from smoking too much or eating too much of an edible or hitting a powerful concentrate.

What to tell people to do when they get too high: First of all, you have taken the ticket so enjoy the ride! Get outside, eat something delicious, take a nap, or do something creative within your experience. If you aren't enjoying the ride, and it's getting bumpy, there are some things you can do to avoid a trip to the emergency room for no reason.

First and foremost is to avoid panic by allowing yourself to take deep breaths. You may have had a Sativa and anxiety is taking over. So, breathing and relaxing is the beginning of moving into a better state. Next is to find the best remedy for that person. Drinking water and chewing black peppercorns is a great, natural way to return back to earth from your high. You can recommend this to your customers as the best way to come down after getting too baked.



CHAPTER FIVE: EXPAND YOUR PRODUCT KNOWLEDGE

Congrats for staying tuned up until now for our knowledge section of the manual. We are moving into the part of the book centered on how to grow your understanding of the products you sell within the dispensary, where to gain educational tools, and how to find resources for those products. Every dispensary is different, so not all tactics will work universally. Therefore, it is essential to change your perception of a problem until you find the appropriate solution. Think of your problem as a Rubik's Cube and envision flipping the cube through many tries before you find what works the best. The attempt to flip the cube is your representation of attempting to fix any problem that you come across in the dispensary. This is the part of the guide where we tap into problem-solving, where to find the resources you need, and what to do in given scenarios.

GETTING "THE KNOW"

Most product knowledge is available within the dispensary itself. It is important that you find and memorize all information in relation to the products you are selling in order to give the customer an in-depth understanding of what they are about to buy. The customer needs to know what it is, how to consume it, the method of how it will break down in their system, how long it will take to work, and what they will feel after consumption. It will be important for Budtenders to sample products to be able to describe to customers how flower, edible, or concentrate makes them feel and the duration of the high. Dispensaries normally receive sample products from vendors for Budtenders to try these products without charging the Budtender.

Budtenders must be cannabis users to be able to inform others of products. There is no Budtender without the bud. We must remember that those who use products frequently and know their benefits will be best suited to inform customers and provide great patient services throughout the transaction. Only through personal experience can a Budtender say without doubt how a product -- whether it be an

edible, flower, or concentrate -- will break down within the body and how long the product takes to work. This is valuable information to the consumer, who is most likely looking for something specific for their pain or problem.

However, as you cannot try every single product at once, there is essential information to the customer written on the product itself. The product should say if it is an indica, sativa, or hybrid. The product information should include the THC percentage or amount in milligrams (mg) in each consumable. The product should say how to consume it and how it was made. Edible products will have a Nutritional Facts section including ingredients used in the edible. The ingredient list is important for those with food allergies such as peanuts, peanut butter, or pine nuts.

Vape pens are increasing in popularity within the markets. Vape pen packaging should inform you about THC percentage, strain name (if any), and how it was processed (CO2 or butane). The Budtenders of the dispensary should try vaporizer pens as they have a distinct special effect on the user, different from smoking flower. There is a mainstream, emerging market that is specifically geared toward vaping and the disposable pen consumer. Vape pens are allowing users to be more discreet in consumption, allowing people who normally do not consume to become more mainstream. Vape pens can come in THC, CBD, or a combination.

VENDOR DAYS AND BUDTENDER TRAINING

Vendors are the people providing your dispensary the products it needs to survive and thrive. Vendors are able to host Budtender training, providing further education on their specific product. Budtender training days are essential to inside information on select consumables. The Budtender training is used to better educate the salesperson on the products in the store and how to use them. The Budtender then forwards the information over to the consumer.

Vendors have expert information on the intricacies of the consumable, sometimes even down to the chemical level. Most vendors get background knowledge on each of their branded products and then forward that information on to others who are interested. They are a go-to for product information and a valuable resource of knowledge to you. The Budtender will want to nurture relationships that will provide an abundance of tools to assist in the job. Keep bridges intact over time, even as you change which dispensary you work at, as those relationships may assist you later in a different capacity.

Vendors who are well-trained and equipped may offer to give you a facility tour. It is important to seek and take these opportunities as they come up as you will gain priceless knowledge on the background of the product you work with on a daily basis. From processing to the final product, you may get a full tour of how a product is procured and then you can go to your customers and even more thoroughly explain how an item is produced, making you a more experienced, well-rounded Budtender. Be sure to explore the spaces your dispensary networks or sponsors with. The customers you have frequenting the dispensary may need a place to legally toké at, or a 420 art class. Take the priceless opportunities that come up as a bonus of your dispensary life.

MORE TOOLS IN THE TOOL BELT

The more information you can gather, the better off you are in any job, but this is essential as a reliable Budtender. More tools for your toolbelt include doing research on existing brands and strains your dispensary carries. Most research you do can be found online, but there are also many books and guides

to marijuana as a plant, and about strain diversity. The more the Budtender educates themselves on the plant and the products in the dispensary, the better they can educate others. Budtenders can also find their vendors' websites and research the inventory the dispensary carries and find background information on how those products are made and how to consume them.

Tools for the toolbelt include the techniques you use on customers as well as what you use to build bridges in relationships as you network throughout the industry. Tools for customer service can include friendliness, politeness, kindness, and caring. Tools for networking relationships can be proper communication, technology skills, social media networking, photography, and more. People will recognize your abilities as you hone them during your cannabis journey. Remember: everyone's journey is different, and yours will be unique, so do not compare your story to others. We all progress at different rates. You can have every tool in the toolbelt, but unless you understand how to use what you have, you will not be successful.

Don't forget that this book is a tool as well, so use it in your research or your quest to find solutions.



CHAPTER SIX: CUSTOMER SERVICE IS KEY

THE BASICS

Customer service is not only the key -- it is the door, the hallway, and the house itself. Customer service is essential in the dispensary space. It is where you will find your ultimate passion or your guides to do better. I won't say everyone is great at customer service in the cannabis industry because they aren't. It is a talent that is learned over time. We'll talk about finding, and failure to find, the right combo of friendliness, caring, compassion, and servicing the needs of the individual patients later in the chapter. For now, know that if you do not possess these qualities, you need to do better at honing your skills or else this industry may not be for you.

You must conform your personalities to the energy of the customer. If a patient comes in feeling sad, you should not approach them at full energy. You have to read the body language of each person or else you aren't servicing anyone properly. If a customer comes in excited, you should be excited too! If you, the Budtender, are experiencing the woes of life, you must put all of that aside and leave it at the door when you walk in. You must become the personality chameleon to be able to properly attend to each person who comes to the dispensary.

Budtenders should have some background in basic customer service. Since the dispensary is modeled off a retail environment, Budtenders would ideally have either a retail or culinary background in customer service. Culinary doesn't mean you have to have been a chef, but having to deal with hungry people, who are at their worst, will teach you how to handle people who are mildly crabby that may enter the dispensary. If you have had crap jobs in the past, the experience you gained will assist you in helping

others become happy when they enter the dispensary. Retail is similar. If you have ever had to work a Black Friday in retail, working at a dispensary is comparably a paradise. Your previous experience is valuable either way.

It is also essential to understand your part as the Budtender in making the day of the customer. They may walk in sad, depressed, angry, or frustrated. But it is up to the Budtender to determine how that person's day can become better. If when checking in, you pick up on frustration or sadness, you can remind the customer that their day is about to get a whole lot better! You can also choose to involve yourself in their problem, showing empathy or sympathy to their issue, while helping with their overall need -- whether lack of sleep, body agitation, or whatever their ailment. They should leave feeling like their problem is smaller, the solution is clear and that the cannabis they bought will relax their mind and body. It is up to the Budtender to assist the patient in this way, so they leave feeling satisfied.

If a customer is already having a good day, remind them that it's about to get even better. Ask how their day is going and share in their enthusiasm for being in the dispensary. Throughout the transaction ask leading questions like, "What is the rest of the day going to be like for you?" or "Will you be able to relax and enjoy your goodies sometime today?" These questions give the customer caring and friendly vibes and will overall make their day better, especially as you remember each returning customer and encourage their successes each time they frequent the dispensary.

The Budtender is in charge from the time the customer enters to the time they leave, hopefully happy and in good spirits. Assist each customer as if they are your most important customer, as if they are your friend or family. Do not rush transaction times, even if you are busy. If you rush your customers, they will remember and will not return. Each customer should feel as if they are worthy of your time and talents behind the bud counter. The Budtender gets to change the destiny of the bad day into a pleasurable experience, picking out buds, edibles, or concentrate, and help that customer leave feeling like a million bucks.

There is a debate forming within the dispensary community that the customer should be required to tip. However, if that customer was just rushed through their buying experience, did not enjoy the cannabis that they just purchased, or many other possible scenarios, the Budtender should not be given a tip, as they have not given the customer great service. The customer spends the same amount of money no matter which dispensary they choose, but if they have a bad experience, that dispensary will lose a customer forever. Not all customers are ideal, and there are certainly exceptions to the rule if the customer is rowdy or rude.

While all tipping is optional, most customers will be prepared to throw a courtesy donation your way. The Budtenders should have jars to collect tips from customers throughout the day. However, the tipping should be subtle and not brought up conversationally by the Budtenders. Budtenders can be creative with their tip jars and put funny cartoons or memes on their jars to attract attention. The tip jar should have a label to describe the courtesy, such as "Consultation Donations Appreciated".

The point of the marijuana industry is to separate ourselves from a normal retail environment while mirroring already good uses for customer service. This means being able to strategize appropriately for the customer or a network of customers, so that you can best serve their needs. If their needs are speedy service so that they can get back to their vacation, you need to be that. If they need longer, more in-depth perspective and instruction on how to consume, you will need to be that for them as

well. Whatever the basic needs of the customer, the Budtender must be able to have the customer leave the store with a positive appreciation of the experience they just received.

This means that the Budtender is the one who holds 100 percent of the task to deliver an exceptional experience to every single customer that enters the dispensary doors. This may appear to be an out-of-touch or unobtainable goal for some store owners, but is it really that difficult? The answer is no. Except in a few certain situations, all emotions whether positive or negative, will be determined based on the delivery of quality customer service. Remember -- quality over quantity! If you are delivering exceptional service to each customer, then people will not mind having to wait in the lobby or waiting room to be able to have you as their Budtender. So, don't rush your customers through the doors and back out again like a herd of cattle. Take your time and service the needs of every single person.

A CUT ABOVE THE REST: EXCEPTIONAL SERVICE

What is the definition of exceptional service? Is it a completeness of all needs being met? Or is it the overall experience leaving you happy and satisfied? Is it both? Exceptionality means that you are standing out amongst the rest for the above and beyond that you go. You assist in every possible way, while making sure that the customer leaves feeling, "Hey, this is my new favorite place!" This can be accomplished in every single encounter.

Exceptional service means that you know the names of your regular customers. You should greet everyone that walks into the store as if they are close friends or family. Budtenders should engage in light and fun conversations with customers and try to remember those details the next time they come in. Budtenders should have a great line for the customers as they exit, so that clients feel the family vibes from the dispensary. The Budtenders should have the social sense to carry-on long-term relationships with regular customers. That is the definition of exceptional. If your customers say that they love you, you are doing something right. Keep that close family vibe going with your clients and they will return to your dispensary.

If you are struggling to provide excellent customer service, don't be afraid to check yourself before you wreck yourself. Are you in the right environment? Are you the right person to work in a customer service environment? Are you certain that you are in the cannabis field for the right reasons? If you answer yes to all of these questions, then allow yourself to contemplate what you may be doing on your end to inhibit your own progress.

As you are meeting your goal of exceptional customer service, make sure you are following all state-issues compliance guidelines pertaining to product limitations, packaging, edible expiration dates, stickering of exit packaging, and all the other details specific to your location and dispensary. These will need to be checked on a weekly, monthly, and sometimes yearly basis, and may be updated. Managers are required to have an expert background in their state's compliance regulations, and the regular staff should be aware of compliance in the dispensary and how to make sure it is followed. There should be a space in the front of the lobby area for customers to be able to see and review all state-issued compliance guidelines. Rules and regulations are put in clean plastic to preserve them, and they are hung up for inspectors and fire department officials to review. Make sure you know where these are posted in your dispensary.

THINK OUTSIDE THE BOX

Thinking outside of the box requires open-mindedness. Not only to discover ideas but to have the gumption to enact those ideas in successful ways that allow your business to flourish. Managers at the top of the chain should be the first to enable open ideas and thinking that allows the dispensary to grow. This gives creative license to the staff in order to come up with cash growth opportunities. Find the best way for your dispensary to allow open ideas and group thinking that progresses the team as a whole, while also tackling tough problems that may occur in the store on a daily basis.

Role-playing customer service scenarios is a good way to have fun while finding creative solutions to the day-to-day issues Budtenders may face. This will open your staff to have suggestions and insight about problems, how to face those problems head on, and become more professional throughout the process. Allow employees to have their own identities in the dispensary. Have dress code guidelines, but do not require a uniform. Accept that all employees are different in their personalities and creativities. By letting workers be themselves, you are making an environment where people feel safe to be themselves. This lets the customers become even more a part of the dispenser life. You can let your dispensary be a space for everyone to express individuality in a positive way.

Market to your customers in unique ways. Find out what the people in your area like and then find ways to incorporate that into your business. For example, Colorado is a very eco-friendly place. So, marketing to the public as a store that is sustainable and environmentally friendly may draw in foot traffic that was otherwise lost. Public opinion will lead your reputation within the industry, so it is very important to make a memorable impression. Another example is allowing customers to bring their dogs or pets into the dispensary. It isn't against health code, and it makes patients happier to bring their furry friends with them, instead of making their dog wait in the hot car. Keep the ideas flowing and in a process of pros and cons and you will see results in your advertising.

Use this mentality when decorating the interior and exterior of your store. Thinking of the comfort of the customer will guide you in your decisions in positive ways that should create positive results. Putting yourself into the customer perspective, incorporating the needs and desires of the patients, will allow you to get to know the people you see every single day. Find a way to get feedback from your customers so that you can find ways to improve their experience. Shop at neighboring or competitive dispensaries to find new and creative ideas. Remember the growing curve is arduous and you may fail. The important thing is to try again. Never give up on the dream.

TIME MANAGEMENT

The most important tool of all is how you decide to spend your time. While most employees see their down time as an opportunity to check their phones, you are the champion of your domain within the dispensary. You seek challenges during your shift, like how much of the building can you clean when there are no customers to serve. You ask for additional projects that reflect well onto the store and the management and owners. Be sure to bring and maintenance issues to the owners and managers before starting projects on your own.

The Budtender is the mirror image of the environment of the dispensary. A Budtender is composed and has a grip on their emotions. They have high standards within the industry, themselves, and the people that they are working with. The Budtender understands that their time and the time of the customer is valuable. In this way, they just circulate customers efficiently while still fulfilling the needs of the patron.

Efficiency is the name of this game, as quality must be the priority of the dispensary. Quality product, quality service, and quality customer experience.

ABOVE ALL BE YOURSELF

The industry is a tapestry that transcends generational, gender, racial, and other stigmatic boundaries, meaning that anyone can apply and work in the cannabis movement. Old or young, male or female, ethnicity or orientation, the plant has no preference to person and works on anyone. It brings people together in unlikely ways. This allows us within the cannabis movement to take leaps and bounds forward, which include working alongside people you normally may not interact with. One group you may not expect to be heavily involved with in the industry is veterans.

Military personnel working within the industry only give the marijuana industry additional credibility that we are working with a powerful medicine capable of serving those who have served our country, and who deserve relief as well as to work with dignity as they come back from their military tours. Vets should be given the ability to get relief from the plant and work in a therapeutic environment, such as a dispensary or grow production.

There is also a lot of gender/religious/racial diversity within the cannabis industry. You, as the Budtender, are serving everyone in your location's community. That includes LGBTQIA+ consumers. Every customer should feel safe entering the dispensary, but we, the staff, need to take care of those who may be misrepresented in the state society has become. We must rise above the normality and perform miracles in order to achieve our goals. In this, help everyone who enters the store.

Above all. Be Yourself. You the Budtender were hired for a specific purpose. Budtenders are special people who can work through many issues and are able to solve major problems. You must shine through the bullshit in order to accomplish your goal: above-and-beyond performance. If you have a sports obsession, TikTok dance obsession, or sci-fi roleplay obsession, we want YOU! It isn't enough to have who we already do; the cannabis industry wants to be a step above the rest. The cannabis industry is your chance to reinvent or re-create yourself, so take the opportunity. You can only excel if you are focused on your goal.

In a note about being yourself: it isn't easy to open up for everyone. You, the Budtender, must allow a certain amount of yourself to be visible to your customer which means opening up if you haven't been encouraged to do so in a particular occupation thus far. It may seem scary to reveal yourself on a personal level to your coworkers and customers. If you are having a hard time being yourself, do a little reflecting on your personal experiences, and try to open a mental door or window to allow you to shine through. You may have had failures in the past, but keep your focus on the limitless, never-boring future in cannabis that you are creating for yourself. Reflect on goals and ideas you currently have for the dispensary you work at, and then share those ideas out loud. Let the people know who you are.



CHAPTER SEVEN: TYPES OF PRODUCTS

Sativa

Proper Pronunciation: SA-TEE-VAH

General Reactions

- Increased energy
- Euphoria
- Head rush
- Creativity inducing

Common Sativa Strains

- Sour Diesel
- Strawberry Cough
- Super Silver Haze
- Maui Wowie
- Jack the Ripper
- Hawaiian

What You Need to Know

Sativa strains historically originate from places closer to the equator like Southeast Asia, Africa, and

Central and South America where there is a warmer and longer growing season. This has caused them to grow quite tall with thin finger-like leaves. Their buds are usually smaller, fluffy, and more dispersed across the whole plant. They often carry either a sweet, floral, or citrus-like aroma. All of this helps Sativas combat different local environmental pressures.

People usually say Sativa is the head high that gives you euphoria, creativity, and energy. It's often said to be for the daytime or productivity. This is why many companies label them with warm colors such as red or orange. Sativas make you want to smile, laugh, dance, clean your house, or go climb a mountain. I usually explain to people that overall, Sativas are great for helping you be creative, productive, and happier.

Sativa side effects can include increased heart rate, paranoia, and in some cases increased appetite. Because of personal genetics, everyone responds differently. For some people, excessive amounts of any Sativa can cause these symptoms. For others, specific strains of Sativa may set them off. Some people just advert from Sativas altogether. It takes time and personal experimentation to totally determine if Sativas are right for you.

Indica

Proper Pronunciation: IN-DI-CAH

General Reactions

- Relaxation
- Sleep
- Calming
- Pain relief
- Nausea relief

Common Indica Strains

- Mango
- Blackberry Kush
- White Tahoe Cookies
- Pre-98 Bubba Kush
- Afghan Kush
- 9 Pound Hammer

What You Need to Know

Indica strains historically originate from places farther north like Afghanistan, Pakistan, Nepal, Tibet, and Northern India where the terrain is much more mountainous and arid. These strains have evolved to deal with a shorter growing season and harsher elements. This has caused the plants to grow much stouter, with broad, fat leaves. The flowers develop to be dense conical node-tips focused on the top of the plant. They often have an earthy or even tea like aroma.

Indica is said to be the type of cannabis that makes you “stoned” and gives you a “body buzz”. This refers to the overall relaxing and sedating qualities these strains possess that often lead to the famous “Couch Look”. To help people remember the effects, Budtenders often say, “Indica, In-Da-Couch”. This is why Indica strains are excellent for physical ailments such as pain and nausea as well as aiding with

sleep. These aren't their exclusive uses, they're awesome after a workout or a long day of using your head in order to help you calm down and unwind. This is why Indicas are often said to be "nighttime" weed and is why Indica strains are often labeled or marked on their packaging with cool, evening colors such as purple or blue.

The side effects of Indicas can include lethargy, spaciness, unintended sleep, and guess what? Some Indica strains also give you the munchies just like some Sativa strains do, too. It's just a side effect of some cannabis strains in general. As mentioned with Sativas, personal genetics play a huge role. Some personal experimentation is required to determine how much Indica causes these symptoms or which strains in particular. There are also some people who prefer not to use Indica strains at all. Make sure to try a few different Indica strains before you make up your mind.

Hybrids

General Reactions

- Sativa "head" high
- Indica "body" high
- Can increase energy
- Can cause sleep

Common Hybrid Strains

- Gorilla Glue #4
- OG Kush
- Pineapple Express
- Blue Dream
- AK-47
- Headband

What You Need to Know

Strains that are referred to as "Hybrids" are simply a mix of both Indica and Sativa qualities and effects. At some level, EVERY modern strain of cannabis is a hybrid. This is a result of decades of crossbreeding done by growers in attempts to produce cannabis strains with whatever traits they deemed were worthy at the time. For example, a grower may want to create a hybrid that produces large, dense Indica-like flowers but that also have a strong citrus, Sativa-like aroma. This can even be done with certain effects but is much harder to achieve.

Hybrid strains can produce a combination of Indica and Sativa effects within the user's body. I personally really like the hybrid strain Lemon OG. I find that it gives me the Sativa-like euphoria I desire while still supplying an Indica-like "body buzz" that helps me relax. Usually, hybrids are either said to lean towards Indica or Sativa or to just be 50/50. Keep track of what strains you like and don't like; this information can help Budtenders find a strain in stock that will be great for you!

It probably goes without saying, but hybrid strains can have a combination of Sativa and Indica side effects. This is why you can't make up your mind about Hybrids after just trying one. There is no guarantee that the next Hybrid will have that same combination of effects or side effects. This is why it is good to write down the names of strains you do like and ones you don't like.

MAINSTREAM PRODUCTS OF THE CANNABIS MARKET

Everybody's first trip into a modern cannabis dispensary tends to be a surreal experience. No two dispensaries are the exact same, each is like landing on a new alien planet with its own atmosphere. That being said, there are a few similarities most share.

The first is obvious, there's something in the air. The smell of dank, potent herb. On my first personal trip to a dispensary, the smell itself felt like a contact high. No worries, you in no way, shape, or form can get high just by walking into a dispensary. I was just really, really excited that day.

Once in the main area, the second similarity would be the individual standing behind the counter. They are referred to as the "Budtender". They are the ones that can show you different products and strains as well as answer any questions you may have. If you are unsure of what product or strain might be right for you, it is their job to be able to make suggestions. They are there to help guide you through an extremely fast-paced and rapidly changing product landscape. As companies open and new products become available, they will get you up to speed on anything relevant that pertains to what you are looking for.

The third similarity is the showcase. Stacked with a huge assortment of different strains of cannabis and a plethora of strikingly professional looking packages of dozens of different cannabis products. In my time Budtending, I have lost track of how many people I have helped who have compared cannabis dispensaries to being in candy or ice cream shops for adults. All of them trying to find the closest equivalent to the sheer euphoria they felt in that moment. It's also common for people to get overwhelmed by the selection, lost in a sea of new products, some of which they have never seen or heard of before. In fact, due to prohibition, the majority of adults have never been properly educated about cannabis, how it works, what it is capable of doing for you, and what products it can be formed into. This is important because, as the United States heads towards federal legalization, an even greater cornucopia of cannabis products will become available to the consumer. How are you supposed to shop for the right product if you don't even know the different categories or products available at many dispensaries?

SMOKING & VAPING

Cured Flower

Often referred to as "buds", these are the most potent part of the cannabis plant. As the plant grows and matures, it's buds become saturated with a sticky resin that is laden with unique concoctions of various cannabinoids. When cannabis is smoked or used in a dry-herb vaporizer, these are the most desirable parts of the plant because this is where cannabinoids like THC and CBD are produced. Every strain of cannabis is different from the rest, giving its flowers their own special smell, shape, size, color, and effect.

CBD Strains

Some strains may test at 18% THC and at only 2% CBD, while others may be flipped with almost 20% CBD and almost no measurable THC such as Ringo's Gift or Charlotte's Web. Certain strains even produce more equal ratios of THC:CBD, such as Canna-Tsu and some cuts of Harle-Tsu. Flowers from CBD strains can be smoked or vaped just like common strains high in THC can be used. It's fairly common for people to mix high CBD flowers with regular high THC flowers to produce unique combined effects.

Shake

Shake is a term used for the bottom of the bag scrapings. This includes small bits of flowers or sugar leaves as well as trichome crystals (Kief) that have been rubbed or knocked off in the bag. Shake bags are a common item usually available at a discounted price as compared to the flowers. Shake is perfect for rolling joints or blunts but can also be vaped.

Joint

A joint simply refers to a cannabis cigarette. Often available in 0.5g or 1g sizes, as well as different numbers of multi-packs. Pre-rolled joints are a great go-to purchase for those who are busy and on the go. Be aware, different joint companies use different types of rolling papers that can be made out of different materials like hemp or rice. It is not uncommon for some people to not like the flavor or texture of different types of rolling papers, keep this in mind when selecting which pre-rolled joint company to purchase from.

Blunt

A blunt is what you would call a cannabis cigar. Many people choose to roll their own blunts at home with a tobacco leaf. However, due to certain state laws, cannabis dispensaries are not able to sell tobacco products or any product containing nicotine. Because of this, blunts at dispensaries are usually rolled from the same material as their smaller joint cousins, but contain much more flower. Some can contain as much as 1.5-2g of flower.

Kief

Kief describes the fine trichome dust crystals that have come loose from the flowers and sugar leaves. Some dispensaries may have it available for sale. It is much stronger than regular flower, often testing between 20-40% THC. It can be sprinkled into a joint, dumped on top of a bowl full of flower, or even used with certain vaporizers. Many flower grinders come with a “kief collector” made up of a steel mesh that allows the crystals to fall through and collect. Placing a dime in the main collection chamber of your flower grinder while it is empty can help caked on crystals come loose from the mesh and increase collection speed.

Dipped Buds

These go by many names: moon rocks, caviar, meteorites, etc. Essentially, they are just cannabis flowers that have been dipped in hash oil and rolled in kief crystals. These are much more potent than your average flower, just a pinch can get you as high as a whole bowl of flower normally would. Don't put these in a grinder though, the hash oil is still in the bud and can really gum it up.

Dipped-Joint

Many joint companies offer a joint that has been rolled in hash oil and sometimes kief. These things are so wickedly potent that they can last more than one sitting even for a seasoned professional. It can be helpful to refrigerate or freeze them prior to use to ensure that the hash oil does not melt and collect at one side. Even once you light it, keep gently rolling it between your fingers, so that the oil does not drip off it.

Hashish

Hashish is the oldest cannabis concentrate known to man. It is produced via mechanical concentration where cannabis flowers are shaken or beat over a sieve. This causes the trichome crystals (Kief) to

collect within a chamber. From there, they are compressed into a thick, sticky material which can be torn apart and smoked in a normal pipe or onto a bowl of flower. Since hashish is just compressed kief, it will come as no surprise that it usually tests between 20-40% THC.

Butane Hash Oil

Butane Hash Oil (BHO) is a major class of cannabis extracts on the modern market. It is produced by soaking the flowers or sugar leaves in butane and then evaporating that butane in a collection vessel, leaving behind a sticky sap. Its production can be EXTREMELY DANGEROUS and SHOULD NOT BE ATTEMPTED AT HOME. Leave it to the professionals. BHO is most commonly consumed via "vaping" or a process known as "dabbing". Vaping is pretty straight forward, either you buy prefilled hash oil cartridges or load your own empty tank cartridges. Most cartridges come filled with either CO2 oil or a BHO distillate (both will be covered shortly). Assure the cartridges thread size is the same as your battery or else they won't screw together. Empty tank cartridges can be filled with CO2 oil or any type of BHO as long as they are attached to a rechargeable battery with variable voltage. Some types of BHO require 4 volts or more to properly vaporize. Higher voltages will give you a bigger hit but may be harsher than lower voltages. Personal taste dictates what voltages are best, though. Try a few and see which one you like the most.

Dabbing, on the other hand, is a way of smoking hash oil. A person gets a small bit of hash oil on a dabbing utensil. One "dab" is approximately 0.05g or 1/20 of a gram. After getting the "dab" ready, the person uses a torch to heat either a glass, quartz, ceramic, or titanium bowl piece until it is red hot. Then it is allowed to cool to the desired temperature. Once the desired temperature is reached and while inhaling, you use the dabbing utensil to wipe the dab on the heated surfaces, causing it to instantly atomize. One dab is like smoking a bowl of flower in one hit. BHO can test anywhere from 50-90% THC by weight. Be aware, it is not necessary to hold in the hit from a dab. It's not uncommon for people to pass out that way. Just a quick inhale and exhale will get the job done.

Shatter

Shatter is possibly the most eclectic form of BHO. It resembles beaming gold, orange, red, or brown stained glass that has a similar consistency to tree sap. Shatter is often very fragrant, giving you a sample of that strain's concentrated essence. It is consumed usually by dabbing or vaping. It is extremely flavorful compared to smoking flowers. This is because there is no burnt, combustion-like taste associated with smoking flower or sugar leaves.

Sugar Wax

Sugar wax is one of the most flavorful forms of BHO. It is consumed via dabbing or vaping. Named because of its resemblance to lumpy, wet granulated sugar, it handles differently on the dabber as compared to shatter and is easier to work with for some people. Essentially, sugar wax is the same thing as shatter, just in a bit of a messier form. Over time, if shatter left at room temperature or exposed to increased heat, it will slowly churn itself into an even more fragrant mass of wet sugar. Some strains of cannabis have such a strong terpene profile that shatter made from it will quickly turn to sugar. To be honest, this is a sign of the most flavor-rich strains.

Crumble Wax

Another form of BHO, crumble wax resembles a cake-like wafer or candle-like wax that smells very fragrant, similar to other forms of BHO. Crumble is basically shatter that has had air bubbles whipped

into it prior to being baked. Usually dry to the touch and minimally sticky, crumble is the preferred form of hash oil for those who are new to extracts. It can be consumed via dabbing, vaping, or simply placed on top of a bowl of flower. Be careful not to load too much on a flower bowl as when the crumble melts it can clog your pipe or bong. If the crumble is fine enough, it can even be sprinkled into a joint. Once again, don't add too much or the oil may leak out once heated.

Distillates (Sap)

Hash oil distillates are a type of extract that requires multiple levels of refinement. The end product is a viscous sap that has the consistency of honey and is extremely fragrant. Distillates can reach levels of about 65-95% THC. They can be consumed via dabbing or vaping. As a Budtender, I have personally seen hash oil distillates become an absolute staple of the modern cannabis market, you have to try it at least once!

CBD Sap

Since high CBD strains of cannabis have entered the market, high CBD extracts have become widely available. They can be produced through any type of normal extraction process. Many extracts, such as shatters that are high in CBD (over 30%), start to become much softer and sap-like at room temperature. Dabbing or vaping high CBD oil is truly one of life's most unique experiences. Referred to as either the "entourage" or "full-spectrum" effect, THC combined with CBD produces a euphoric wave of tranquility as well as strong "body buzz" great for killing pain or just relaxing after a long day.

Syringes

A new innovative, as well as extremely versatile product on the recreational cannabis market is the hash oil syringe. They are usually filled with either CO2 oil or BHO distillate and can be used for dabbing, vaping, and are great for cooking at home. For cooking, simply dispense and stir the hash oil into the heated cooking oil of your choice. A 1g syringe of hash oil that is 65% THC would be sufficient to about an average-sized batch of brownies (16-20 servings). Always check the number of milligrams of THC in the syringe and divide by the number of servings you plan to cook. This will give you the milligrams per serving of whatever you make.

Live Resin

Live resin is quite a different cocktail when it comes to extracts. Although it can be made via several different extraction methods, what sets it apart from other extracts is that it contains more of the terpenes that are present on the living plant rather than the cured buds. The process of drying and curing cannabis buds is not conducive for the preservation of terpenes. By immediately freezing the buds after harvest and keeping them frozen the entire way through extraction using modern techniques, an extract with a much more nuanced flavor and psychoactive effect can be produced. Due to their high terpene content, most come in the form of sugars.

Full-Spectrum Extract (FSE)

Full-spectrum extract is a true "cannaisseur's" extract. FSE is just a step above live resin in both flavor and effect, even though live resin can have a very high terpene content. Extraction techniques are extremely coveted, but usually consist of a green ethanol wash. To qualify as FSE, the final extract product must contain the exact same fingerprint ratios of cannabinoids, terpenes, and several other molecules as compared to the living flower the FSE came from. Extremely high terpene content causes

FSE to appear as a viscous liquid with crystals swirled throughout it. Some can reach levels of 20% terpenes or more. They are extremely new to the market and are currently difficult to come by as most extract companies do not possess the technology to make them. As companies catch up, FSE will become much more widely available in dispensaries. As a public service announcement, FSE is the full experience.

Isolates

We've talked about many different types of cannabis extracts, but cannabinoid isolates are something unique. No longer taking the form of sticky sap, THC and CBD isolates resemble an off-white powder that can test between 90-99% purity. Essentially, they act like super kief, able to be sprinkled into a joint, poured on top of a bowl, vaped, and dabbed. They can even be added to cooking oil in order to make home cooked edibles. Isolates really are an extremely versatile new product.

Crystallines

These are often around 99.99% purity. They've taken flack because of their resemblance to hard drugs like meth or crack which is a bit melodramatic because pretty much everything crystalizes. Although crystallines lack the "entourage" or "full-spectrum" effects gained by mixing them with other cannabinoids and terpenes, they are still incredibly potent and great for precise dosing. They are also used to the same way isolates are used, whether it's being added to flower, vaped, or dabbed.

Propane Hash Oil (PHO)

PHO substitutes propane in place of butane during the extraction process. Propane extracts slightly different molecules than butane and pulls more terpenes from the flower during extraction. This causes them to appear as wet sugars or crumbles.

CO2 Oil

Hash oil extracted with carbon dioxide chilled to supercritical temperatures tends to be a bit runnier. Similar in consistency to distillates, CO2 oil is usually placed in either vape pen cartridges or hash oil syringes. CO2 oil is able to reach levels of 50-95% THC, one dab or vape of this extract will deliver a flavorful punch to the face. The CO2 vape pen cartridges are a bit more forgiving though, one draw off of it doesn't get you very high, you have to puff on it awhile before you work your way up to dab-level intensity. This makes them ideal for those who are new to cannabis and want to get their feet wet slowly. By taking one or two puffs every 5-10 minutes, you can very precisely hit your desired level.

Inhaler

Cannabis inhalers are possible one of the most futuristic products in this new market. They are able to deliver upwards of 300 puffs and are nice and discrete. They are still a bit rare on the market, but that may change very quickly.

High Terpene Extract (Sauce)

Some companies have begun to produce high terpene extracts which are often referred to as "sauce". These vials that are full of liquid flavor can be added to things such as distillates, isolates, crystallines, shatters, and sugars which can then either be vaped or dabbed. Some companies even offer strain specific sauces. This product is great for those who really want to learn to control the "entourage" or "full-spectrum" effects brought on by combining THC and other cannabinoids with different combinations of terpenes. At the least, they give you control over what your extract tastes like. They're

great for mixing with those extra brittle shatters that are sometimes light on the flavor. If you like to play “mad scientist” with pet projects like I do, then you really need to try playing around with terpene packs.

EDIBLES

Up to this point, we have only covered different cannabis products you can inhale. Although inhaling cannabis does have a rapid activation, it has some limitations as well. For starters, there is something of a plateau-effect, where more inhaling of cannabis smoke or vapor only sustains the level, you are at instead of getting you higher. There are many reasons to avoid these methods of consumption and not inhalation. These include conditions like asthma, you could just not like the act of smoking or vaping, or you might be running for President in the 1990s. That’s where edibles come in. Edibles really are a different world than either smoking or vaping cannabis. In general, edibles both breakthrough that plateau-effect as well as deliver a much longer lasting high than either smoking or vaping can supply. This makes them great for those with severe conditions or people who just have a really high tolerance. Don’t be frightened if you are new to cannabis, even though edibles have the ability to produce stronger effects than both smoking and vaping, they are also a great way to get your feet wet for the first time. It’s much easier to give a precise and measured dose in a piece of food or drink than it is through inhaling.

Solid Edibles

We’ve come a long way from the ultra-potent pot brownie of the old days. Don’t get me wrong, pot brownies are awesome, but now we have variety! Just about any type of food item your heart desires can be made to contain cannabis nowadays. Besides the number of cannabinoid milligrams inside each package, the main thing you should keep in mind when selecting an edible is how much sugar, fat, and protein it contains as this greatly affects how it will hit you. Cannabis candies like gummies, taffy, hard candy, mints, jam/jelly, or honey that contain only simple sugars tend to kick in faster than other types of cannabis edibles, but don’t last as long as others. Edibles that begin to contain more protein, fat, or starchy grains (chocolate, fudge, caramel, ice cream, cookies, brownies, cake balls, marshmallow crispy, and other baked goods) have a bit more of a delayed onset but can feel stronger and last longer. They take longer to breakdown and digest, giving more time for cannabinoids to be absorbed by the gut. If you are diabetic or just watching your sugar intake, don’t worry, some companies produce edibles like nut butters or cranberry-date bars that have no added sugar.

Liquid Edibles

Many people are surprised by this, but liquid edibles are now a thing and they are becoming extremely popular. As mentioned above, digestion plays a huge role. Because they are liquid and often contain little fiber, if any, they hit you faster than any solid edible can. Lemonade, juice, soda, tea, cold brew coffee, hot cocoa packs, coffee beans, and other drinks are common liquid edible products.

Edible Concentrate Syrup

In many states with legalized cannabis, there is often a strict limit to the maximum amount of THC an edible is allowed to contain. There are stronger forms of edible cannabis that get classified as concentrates. Cannabis concentrate syrups are starting to become quite popular, they are great for mixing into different homemade drinks. It can even be taken by the spoonful, like cough syrup.

Powderized Flower

Powderized flower that has been baked in order to activate THC and other cannabinoids. It is commonly available and can be added to anything you eat or drink to make it infused with cannabis, even water.

CBD Edibles

CBD only edibles have become extremely popular for those who want to kill pain or anxiety without the intoxicating effects of THC. As with regular THC infused edibles, literally any food product can be made to contain only CBD.

THC:CBD Edibles

Edibles that contain both THC and CBD are something special. They are great for first timers, those with pain, or those prone to anxiety while using cannabis. These edibles produce euphoria and a strong “body buzz”. This can actually double as an effective sleep aid. Many edibles at different ratios of THC and CBD are available, although 1:1 is the most common. Its best to try several different ratios and see how you respond to each one.

Infused Edibles

In general, most edibles tend to have an overall hybrid effect. However, many companies are now producing edibles that are specifically infused as either sativa, indica, or hybrid.



CHAPTER EIGHT: LEGALIZE IT

"If the words 'life, liberty and the pursuit of happiness' don't include the right to experiment with your own consciousness, then the Declaration of Independence isn't worth the hemp it was written on." - Terence McKenna

"Some of my finest hours have been spent on my back veranda, smoking hemp and observing as far as my eye can see." - Thomas Jefferson, founding father and third President of the United States

National legalization is a huge dream. It is the dream of the people over the course of decades since marijuana prohibition began in California in 1913. Not only for the hippie crowd, the circle of people who want national legalization stretches from veterans, pediatric patients, recovering victims of the opioid crises, chronic pain patients, PTSD, and the list goes on. It is not a movement of one but a movement for all. Marijuana legalization helps so many in need of natural medicine, those who are in distress, while putting tax money to work in schools and health care. Cannabis brings people together in a common cause to provide the plant to the people who need it most. The green wave of national legalization is an obtainable reality in the next few years with diligent and progressive hard work.

There must be a societal shift in order for exemplary change to occur. Along with national legalization we must allow people who have been incarcerated for marijuana offenses to be let go. We must take the time to rehabilitate within our communities so there is an understanding of the cannabis plant and its medicinal effects. Education is the best route to allow people the ability to change and grow. As people grow in their thinking, the ideas that will truly make a difference in science and medicine can surface. Until national legalization we are just feeling around in the dark. What a great idea of how to unify a nation...100 years of the darkness of prohibition followed by 100 years of light.

The benefits to cannabis legalization are vast and deserve due diligence. Cannabis has been steamrolled over by politicians who seek to keep big companies in business against the interests of the people they serve. As of 2017, a Gallup poll showed Republican conservatives are the least accepting of marijuana and yet even they agree there are benefits to be sought in the legalization and practice of use. It is ideal to think that most people would be accepting to a change in the “Schedule I” rating it receives by the government and DEA (Drug Enforcement Administration). We must challenge these foundations to change our reality of the plant. They are old and outdated and written by people who died a very long time ago; we are alive now and can change these ideas.

In addition, National Legalization is a women's issue. Not only are women benefited by injecting themselves into male-dominated industries (such as cannabis), but there is also a movement directly working in favor of women through cultivation and dispensary work. Women suffering from medical ailments specific to the uterus can find solace for their pain with the plant. Women are starting businesses that are thriving in cannabis-friendly states. Women are moving wheels in favor of legalization as advocates. The cannabis plant that produces the buds we smoke is a female plant. Women must take the movement forward. Women are a big part of the incoming “Green Wave” in politics and societal shift.

The social stigmas that began prohibition no longer represent the United States of America and the propaganda that generation flouted no longer applies. Those stigmas worked the culture against Black people, women, marijuana growers, 70s-era “hippies,” jazz musicians, and countless other groups. We have an opportunity to break those barriers down once and for all and begin a new era of scientific understanding of the cannabis plant. The cannabis users of America refuse to live in fear or pretend to live in the dark ages. We are ready to come into the light and bring everyone with us into an era of industry and peace.

WHAT DOES LEGALIZATION LOOK LIKE?

Legalization is first and foremost an opportunity. We are discussing employment in the United States, from agriculture, to retail, to HR, and management, etc. We are talking about lower opioid use in a nation where thousands are currently dying every day because they are misdiagnosed and have severe pain. We are discussing a lower national deficit due to the amount of incoming taxes to states that can now fund educational, health and community services to teens and adults. We are discussing scientists being able to freely research the plant to find all medicinal compounds to be able to treat many significant ailments. We are talking about national legalization of marijuana.

Overall legalization is a notion of peace. Legalization is a thought that we can all work, consume, and be functioning adults and moderate our personal use. This is what the restriction has been all along, a way to tell American citizens that the government knows what is best for you better than you do. That is not true. Each person can take the time to learn how to consume cannabis, how it is best for them personally to consume the plant and use it to a moderation that best suits that person, aka you. It is time to break free.

WHO IS LEGALIZATION BAD FOR?

Why are so many things that are proven worse for humans out there for us to buy when the cannabis plant is kept under such close lock and key? Why would there be a ban on a plant that can assist in

treating the major causes of death in the United States? Who would seek to ban cannabis and restrict its access from the people?

Doctors prescribing opioids-they are the number one loser in national legalization. They are the shadow people working out of non-legal states handing out their prescription pads to anyone and everyone. They are 100 percent taking advantage of people who seek them out for medication for their medical ailments. They are deceiving their patients and are the culprit for the opioid epidemic. If the American people do not want a continuing opioid epidemic, we must legalize marijuana.

Big Pharma - I cannot overstate that there are giant monopoly pharmaceutical companies that interject themselves everywhere, from large cities to small rural neighborhoods, and allow doctors to prescribe sometimes millions of opioids and other prescriptions that do nothing but harm the patient, the community and society in general. This generation of Americans has had enough, and we are seeking better and more natural, healthier alternatives to pain management. It has to stop.

The government/hater politicians - as the ones who began prohibition of the plant in the first place, the government benefits greatly from lobbyists and other influencing members of policy in Washington, DC and in local governments. Usually that one politician gets a nice chunk of change in their effort to keep the efforts of legalization closed to the people who more and more say together "this is what we want." The one person in charge no longer speaks for the many, because the many can come together and voice it. However, the tides are turning in favor of legalization in our nation's capital. More Republican party members are recognizing the benefits of national access to cannabis through the results of already legal states.

The propaganda people: It is our opportunity, our chance to sway the minds of the cannabis weary. People who do not understand what the plant is, what it means, and how it can change our world. Cannabis is an opportunity, as is legalization of it. If people have had a bad or troubling experience with marijuana, it may be time for them to revisit it in a positive light. Legalization is the positive light. We as a cannabis industry must do our part to educate everyone who wants to learn what marijuana is, how it is medically beneficial, how to consume and what legalization means. An excellent example of a propaganda person is the politicians and the backwards personal theologies they use to explain why cannabis should not be accessible to the masses.

What does legalization look like? Democracy.

WHO WOULD LEGALIZATION BENEFIT?

Everyone! Let's be clear here. With legalization we have an opportunity for an employed country. Colorado's recreational legalization has proven to add diverse local industry all over the state. Here is a short list of who the cannabis industry directly needs employed: growers, trimmers, packagers, managers, payroll accountants, HR representatives, administration, chemists, lab technicians, marketing/communications, graphic design, photography, building architecture, retail, security, Budtenders, extractors, production, inventory, joint rollers, vendors, educators. And off that thread, many industries are affected positively from cannabis legal states. Industries such as restaurants, event venues, movie theatres, music festivals, outdoor recreation, hotels, and tourism and many more. Talk

about an economic boost.

Not only does marijuana legalization benefit the people on an individual basis, it helps us as a human race as a whole. It brings together people who have deep-stricken divisions and allows them to congregate together and form new thoughts and opinions. This is the power of the plant. It is still unexplored to its fullest potential. Full national legalization is the only way to figure out this uncharted territory. The American public as a whole can benefit when we legalize and reap the benefits of taxation that can be used to pay off our national debt and invest in infrastructure programs and local education.

THE FUTURE IS NOW

The point of this discussion is not to just point out the obvious flaws of continuing prohibition. We also want you to think about what your personal timeline would be. If you have never considered the possibility of legalization, begin to manifest it and say it out loud. Instead of saying, "If it becomes legal," we declare, "When it becomes legal-" and state our intentions of the cannabis plant. Every human being is gifted the ability to consume the plant, whether used or not, and it is a human right to be able use it.

With tried-and-true consumption methods, we have a world of opportunity and possibility at our feet. The marijuana industry provides job growth, creative inventions, small business opportunities, and an entire population of people ready to consume. Marijuana use has never resulted in any death, as noted by the Huffington Post: "A smoker would theoretically have to consume nearly 1,500 pounds of marijuana within about fifteen minutes to induce a lethal response," noted Judge Francis Young. Therefore, we can literally cure the opioid epidemic, the multiple forms of cancer, reduce stress, and anxiety; all while creating an overall healthy mental state. Marijuana is becoming more frequently used than prescription pharmaceuticals. This scares the giant corporations who seek to make millions off the pain of Americans. This will not occur in a Marijuana-Legal America. It is our own ambition to cure the illnesses spreading on surface of our society and heal us together.

Under this idea of a solution to the problems occurring in America including health care, mental illness treatment, chronic illness uses of CBD, NFL players free to use cannabis after concussive games, as well as legalization itself would fuse the communities of the United States together in a way we have not yet seen. Most polls in America show a modern societal view of marijuana use. The cultural acceptance of marijuana without judgement of consumption is absolutely needed to move forward. You either do consume or you do not. There is a decreasing amount of judgment and negative connotation of the plant as we become a more science-friendly society. If you do not use marijuana, you are less likely to judge others for using cannabis than those back in the 1950s right out of the "Reefer Madness" era. We do not accept or tolerate propaganda regarding marijuana as there are rightly based scientific facts that prove naysayers inherently wrong. Remember what Momma said and "Mind your business." if you don't partake, then don't hate on people who do consume.

There is room for improvement within any system, but we are on a nonstop train to national legalization whether acknowledged or not. There are some things in life that cannot be sidetracked. The beginning of national legalization is a path to tax-friendly states that can return funds back to communities that desperately need to invest in themselves. We can bring back the American dream with small independent farms, mom-and-pop run dispensaries, and heal the modern citizen with nature. With the

creation of the dispensary, we web together the family farm with the business-driven dispensary. All pieces working in sync with one another and in accordance with the law. What an idea!

HOW TO MAKE NATIONAL LEGALIZATION POSSIBLE

National legalization is the tangible future but only through hard work and dedication. The movement requires more activism, policy, dispensaries, Budtenders, and out and proud consumers to become reality. The rolling stone can gather moss as it barrels down the mountain, and the legalization movement can gather and bring people together in its quest to breach the American divide. While being the nation's personal therapist, it can help us regain our economic integrity, pay off our national debt, and begin an entire new era of large-scale industry, as well as scientific exploration of the plant.

The most prudent way to get the big picture of National Legalization is to visit cannabis-legal states, both medical and recreational, and take in the atmosphere. If you live in an unfriendly state, close your eyes, and visualize the possibilities. Manifest the destiny of the plant through your own personal vision of what marijuana legalization could be now and the greatness of what it could become in the future.

Legalization is live music and art. The end of prohibition feels like endless creative freedom in many facets of life. Cannabis is life, and we should legalize life for one and all of age to enjoy: the freedom to have a safe place to buy. The shift is in the favor of the people.

"The illegality of cannabis is outrageous, an impediment to full utilization of a drug which helps produce the serenity and insight, sensitivity and fellowship so desperately needed in this increasingly mad and dangerous world."

—Carl Sagan, Scientist and Astronomer

Stop by our student store for Budtender business cards, tees and more fun stuff at our online Zazzle Shop
<https://www.zazzle.com/store/cannabisorus/products>

